



City Council Report

Date: December 21, 2000
To: City Council
Through: Mike Hutchinson
From: Wayne Balmer, Neighborhood Services Manager
Subject: Neighborhood Services "Projects in Progress" update
City Wide

Purpose and Recommendation

Update the City Council on the projects and activities currently underway in the Neighborhood Services Department and request Council feedback on our "Projects in Progress" to insure that they are aligned with the Council's neighborhood goals and priorities.

Background

The Neighborhood Services Department was formed in April 2000, as Mesa's newest Department. The Council's goal in forming our new department was to give greater priority and attention to the needs and issues of Mesa's mature neighborhoods - and to help our residents organize themselves and their efforts to help produce lasting positive changes in their neighborhoods.

Since then, our Department has been working with our neighborhood partners to develop programs and activities we think would help both our neighbors and the City Council achieve their common goals of making our neighborhoods better places to live, work and own property.

The results of our efforts are shown on the attached "Projects in Progress" list, which gives a brief description of each project, along with a proposed time frame for each activity.

Discussion

In September, the City Council held a retreat to focus on developing a work plan for the 2000 - 2001 fiscal year. Several of the items the Council discussed had to do with neighborhood issues. In response to the Council's interests, and following our prior direction, our Department developed the projects shown on the attached list.

While we believe all the proposed projects are important, we are especially interested in learning the Council's thoughts on our proposed neighborhood

Opportunity Zones. Using this model, we would work to focus many of our Department's programs and activities in specific neighborhoods where we believe we can work with the neighbors, and our other partners, to make a significant difference in the appearance and viability of the area. While we have identified six potential Opportunity Zones on the attached map, our proposal would be to select one area to serve as our "pilot project" to test the concept and work out the kinks. Following the pilot project, we would expand into the other Opportunity Zones as time and staff resources permit.

Alternatives

Should the Council have any suggestions or proposed revisions to the projects shown on the attached list, we would be pleased to discuss them, and make any revisions to the "Projects in Progress" list the Council would like.

Fiscal Impact

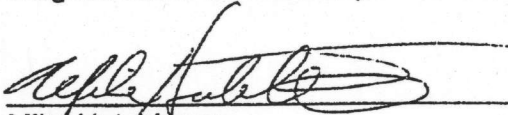
All work plans are a balance between the results achieved and the resources used to achieve them. The project list we have presented can be implemented now, but the various projects will take differing amounts of time and resources to complete. Of the group, the Opportunity Zones are the biggest variable, in that they are currently envisioned as being a multi-year project. It would be difficult to successfully implement this project at a faster pace, given our current resources.

Concurrence

Our "Projects in Progress" have been developed with the involvement of the Development Services Department and the Police Department, (among others) in addition to some of our non-profit service providers, including Housing for Mesa, Mesa CAN and NEDCO. To date, all our partners have been supportive of both our Department's efforts – and the concept of developing greater coordination in our efforts to help us all achieve our common goals more effectively.



Wayne Balmer,
Neighborhood Services Department Manager



Mike Hutchinson,
City Manager

NEIGHBORHOOD SERVICES DEPARTMENT

PROJECTS-IN-PROGRESS -- FY2000-2001 and beyond

1. NEIGHBORHOOD RECOGNITION PROGRAMS

- Create both a formal, annual City Council Neighborhood Improvement Awards (NIA) program and an informal "way to go" awards program to recognize superior neighborhood activities. An internal Task Force is now formulating these programs for management/Council consideration. **Target start date: March 2001.**

2. TOOL BANK

- Create a hand tool-lending program for neighborhood group projects. Tools need to be purchased, checkout process finalized, and marketing strategy devised. **Target start date: January 2001**
- Make available electric paint sprayers to help residents apply their own or City surplus paint (Development Services' Paint Reuse Program) for graffiti paint-out or neighborhood structure (homes, sheds, walls, fences, etc.) improvement projects. **Target start date: January 2001**

3. NEIGHBORHOOD CONVERSATIONS

- Conduct neighborhood meetings, called "conversations," either at the request of citizens who have contacted the City for assistance, or on the City's initiative in areas where Neighborhood Outreach or other City staff have learned about issues needing resolution or citizen education needing to be done.
 - Do targeted marketing to encourage and achieve significant neighborhood participation.
 - Follow through with intensive staffing of citizen action teams until neighbors' goals are achieved.

Target start date: Continually in progress.

4. NEIGHBORHOOD SURVEY

- Develop a survey to help identify neighborhood assets and issues before, during and/or after meetings with residents. **Target start date: In progress since Sept. 6, 2000.**

5. "OPPORTUNITY ZONES" IN SELECTED NEIGHBORHOODS

- Partner with carefully-selected neighborhoods to develop and fully carry out detailed neighborhood revitalization action plans. Each "Opportunity Zone" will receive concentrated City assistance to: create a doable plan; obtain City/community resources (including capital, if needed) to carry out the plan; produce/document visible as well as intangible neighborhood improvements; and develop a (or strengthen an existing) neighborhood association/alliance which can and will commit to sustaining the revitalization effort once City staff moves on to a new area (anticipated time commitment in each "Opportunity Zone: 1-3 years, depending on improvements selected and availability of resources to do them). Program will begin with a 'pilot' OZ, then lessons learned there will be used in subsequent efforts.

Target start date: January 2001.

6. NEIGHBORHOOD MARKETING PROGRAM

- More fully publicize the excellent things that are happening in Mesa neighborhoods and in the City's Neighborhood Services Department by developing a Department marketing plan and plans for each Division.
 - Ensure that our efforts are consistent with those of other City departments and the City's Marketing/Communications Office.
 - Develop marketing/collateral materials to encourage neighborhood participation in Department and Citywide programs and events.

- Update our Department brochures, flyers, web pages and collateral materials to give them a new look and "family resemblance".
 - Ensure that all essential marketing materials are available in Spanish.
 - Develop an identifying insignia for the Neighborhood Services Department.
- Target start date:** In progress since August 2000.

7. MESA UNITED WAY NEIGHBORHOOD PRIDE GRANTS

- Provide \$15,000 in City funding to match the \$15,000 funding already available through Mesa United Way's Neighborhood PRIDE Grant program, forming a partnership which will allow more neighborhoods to receive grants. **Target start date:** Contract signed December 2000.

8. COORDINATION WITH MESA CAN

- Coordinate/partner more extensively with Mesa CAN in neighborhoods within their areas of service, as part of a more holistic approach to neighborhood revitalization. **Target start date:** January 2001

9. BENEFITS/SERVICES FOR ACTIVE NEIGHBORHOODS

- Develop an extensive listing of existing and new City benefits/services which proactively will be made available to organized, registered Mesa neighborhoods to encourage them to plan and implement the improvements they desire.
 - Work with neighborhood groups to determine what additional benefits/services they may need to carry out their revitalization plans, so these items can be considered during budget forecasting and program development activities at the City.
 - Examples of benefits/services: placing single streetlights in locations where 'dark spots' are perceived; helping neighbors install customized entrance signs to their neighborhoods; helping fund neighborhood celebrations; providing special event banners for neighborhood activities; providing the means for copying neighborhood meeting announcements and newsletters for distribution, etc.

Target start date: December 2000

10. REGISTERED NEIGHBORHOODS

- Encourage more neighborhood groups to organize/register with the City as a means of :
 - Providing the City with contact people it can notify when it is planning new projects or activities in specific areas and needs neighborhood input and involvement;
 - Allowing the City to: offer educational opportunities for involved neighbors and neighborhood groups; provide 'success story' anecdotes to encourage newly-organized neighborhoods; connect experienced neighborhood leaders with more-recently-involved citizens in mentoring relationships; advertise the availability of special City benefits/services which are offered primarily to actively-engaged, registered neighborhoods. **Target start date:** In progress since November 1998; 93 neighborhoods registered to date.

11. NEIGHBORHOOD RESEARCH/RESOURCE CENTER

- Establish a centralized, accessible location where active neighbors can come for:
 - Direct services, including such things as copying, computer use, newsletter and flyer preparation, mailing list and label preparation, Internet access, Neighborhood College classes and referral to Solve It! Mediation Service for disputes.
 - Information pertaining to housing and neighborhoods in Mesa, including: data for specific areas; tracking and reporting of indicators of neighborhood change over time; a publications library containing information and research relevant to neighborhoods; access to and assistance with development of partnerships with research entities such as ASU, community colleges, foundations, businesses, etc.; and assistance with grant-writing and resource development methods to access non-City funding sources for improvement of housing and neighborhoods (state funds, private grants, foundation money, cash and in-kind donations).

Target start date: March 2001.

12. EXPANDED, REFOCUSED HOUSING REHABILITATION PROGRAM

- This year the City will invest about \$1 million in housing rehabilitation in Mesa, up from \$750,000 last year. With that money, it is proposed to:
 - Expand our efforts to rehabilitate more homes in Mesa's older neighborhoods.
 - Coordinate our housing rehabilitation programs more closely with our "Opportunity Zone" program, making housing an integral part of our overall neighborhood revitalization effort.
 - Coordinate with our Code Compliance efforts to help provide assistance to property owners who are cited for property maintenance violations which they do not have the resources to cure. **Target start date: In progress since October 2000.**
- Identifying areas where we may need to consider further expanding our housing rehabilitation programs and efforts in the future to address additional housing-related needs and issues. **Target start date: February 2001.**

13. PROPERTY MAINTENANCE CAMPAIGN

- Proactive implementation of our Property Maintenance (housing) Code by our Code Compliance Division. Identification of properties needing attention to meet our new standards, and notification of property owners that improvements are needed to achieve compliance. **Target start date: In progress since October 2000.**
- Develop a special marketing and promotional campaign to make residents aware of our new property maintenance ordinance and of the steps they may need to take to bring their properties into compliance with it. **Target start date: January 2001**
- Intensify our property maintenance education and enforcement efforts in "Opportunity Zone" neighborhoods, to coincide with implementation of other neighborhood improvements, and to help active residents see a visible improvement in the appearance of 'troubled' properties in their neighborhoods.
 - Expand, as needed, the Solid Waste Division's "Clean Sweep" program to assist in "Opportunity Zone" neighborhoods.**Target start date: January 2001, except on a 'complaint' basis.**

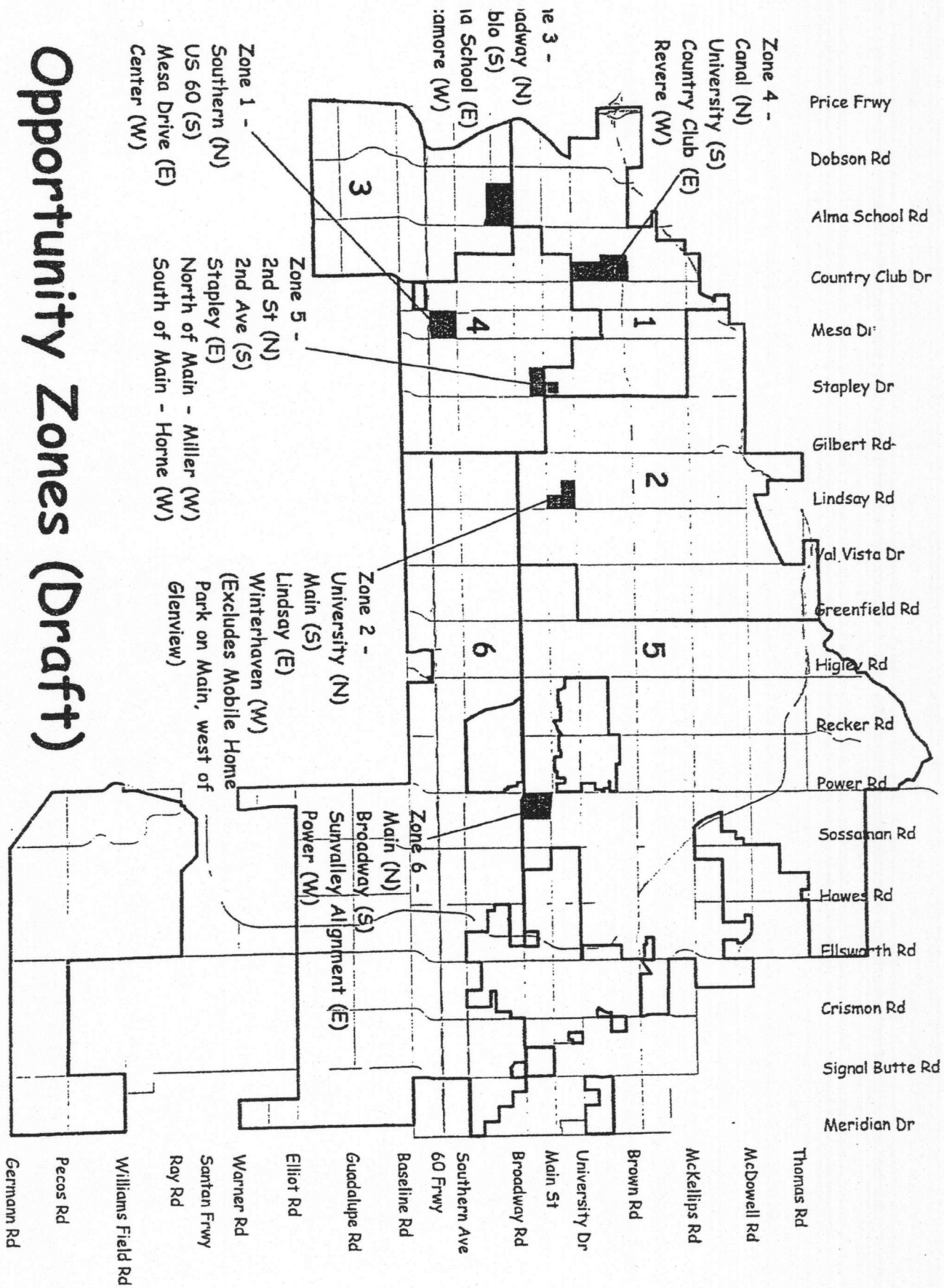
14. SPECIAL ALLEY CLEANUP/REUSE PROGRAMS

- Develop special programs to help neighbors clean up/maintain alleys that are no longer used for refuse collection and therefore no longer maintained by the City.
 - Work with neighborhood groups, and with the public utilities that use the easements in alleys, to develop alternatives for neighbors who want to secure their vacated alleys, to develop alternatives for neighbors who want to secure their vacated alleys and/or convert them into neighborhood assets. Two examples: it may be possible to install gates in such a way that vehicular access to an alley is denied to all except residents/owners whose properties abut the alley, utilities with easements there, and emergency services agencies; or, alleys may be close enough to bicycle routes that they can be paved and landscaped and integrated into the City's bike trails system.**Target start date: In progress since September 2000.**

15. FALCON FIELD AIRPORT

- Continue to promote and support Falcon Field's importance to Mesa, and to sustain communicative working relationships with nearby neighborhoods. **Target start date: Ongoing.**

Opportunity Zones (Draft)



2000 - 2001 CITY COUNCIL WORK PLAN

Topic	Deliverables	Suggested Process	Lead	Timeframe
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Balanced Revenue Streams	<ul style="list-style-type: none"> FEEES AND CHARGES (INCLUDING IMPACT & PERMIT, FEES, FINES, AND UTILITY RATES) ADJUSTMENTS 	Study, compare and present new and/or revised revenues in the form of recommendations to Council during the Budget process	Budget and Research coordinated by the City Manager's Office	Ongoing
	<ul style="list-style-type: none"> 2 YEAR BUDGET , 5-YEAR CIP, LONG RANGE FORECASTING 	Improve plans and documentation and expand the use of forecasting through what-if scenarios and adjustments within historical ranges. Utilize forecasting to project future economic impacts.	Budget and Research and the City Manager's Office	FY'01/02 and beyond

Mesa as an entertainment & sports destination – aquatics, golf, etc.	<ul style="list-style-type: none"> A STATE-OF-THE-ART PERFORMING AND VISUAL ARTS FACILITY IN DOWNTOWN MESA 	Complete design development phase and begin contract document phase.	Engineering Division	Ongoing
		Conduct fundraising activities to solicit private and corporate donations	Arts and Cultural Division	Ongoing
	<ul style="list-style-type: none"> A WORLD-CLASS INDOOR AQUATIC FACILITY IN DOWNTOWN MESA 	Complete design development phase and begin contract document phase.	Engineering Division	Ongoing
		Conduct fundraising activities to solicit private and corporate donations	Community Services Dept.	Ongoing
	<ul style="list-style-type: none"> A MUNICIPAL GOLF COURSE IN EAST MESA 	Identify alternatives to provide a municipal golf course in East Mesa.	Community Services Dept.	Ongoing
	<ul style="list-style-type: none"> EXPANDED CONCERT USAGE OF AMPHITHEATER 	Increase marketing and begin concert co-promotion to bring more concerts to the facility.	Community Services Dept.	Ongoing
		Identify priorities to renovate the facility to increase its appeal to performers and patrons.		

Topic	Deliverables	Suggested Process	Lead	Timeframe
Williams Gateway economic center in East Valley	<ul style="list-style-type: none"> COMPLETION OF SOSSAMAN ROAD PHASE TWO 	Sossaman Road is the primary access to the airport.	Williams Gateway staff	January 2001
	<ul style="list-style-type: none"> GROUNDBREAKING FOR VELOCITY WAY CONSTRUCTION 	Construction of Velocity Way will be a key component to the recruitment of major employers at Williams Gateway.	Williams Gateway staff	March 2001
	<ul style="list-style-type: none"> ANNOUNCEMENT OF NEXT MAJOR EMPLOYER TO LOCATE AT WILLIAMS GATEWAY AIRPORT 	Williams and MEGACORP staff negotiations with prospects.	Williams Gateway staff	January 2001
	<ul style="list-style-type: none"> RECOGNITION OF THE WILLIAMS GATEWAY AREA AS BEING AN ECONOMIC DEVELOPMENT HUB FOR MESA AND THE EAST VALLEY 	Designation of Williams Gateway, ASU East and the surrounding areas in the Mesa General Plan as a major employment and technology center.	MEGACORP, Planning and Neighborhood Services Dept.	December 2001
Balance of residential, commercial and industrial	<ul style="list-style-type: none"> UPDATED MESA GENERAL PLAN AND NEW ECONOMIC DEVELOPMENT PLAN FOR MESA 	On-going Mesa Vision 2025 process, with Joint Master Plan Committee appointed by the Mayor and City Council	Planning Division and MEGACORP	November, 2001, with General Plan subject to 2002 election.

Topic	Deliverables	Suggested Process	Lead	Timeframe
Exceptional Public Safety – POLICE	▪ INCREASE OFFICERS' COMMUNITY POLICING (PRO-ACTIVE) TIME	Ensure that increases in sworn patrol personnel are accompanied by appropriate increases in investigations and specialty unit personnel, civilian personnel, equipment and infrastructure.	Mesa Police Department	Ongoing/ Budget Process
	▪ PLAN FOR AND FUND FUTURE FACILITY NEEDS	Develop a comprehensive facilities growth master plan for the next decade.		Ongoing/ Bond Cycles
	▪ COMMUNITY OUTREACH EXPANSION	Additional emphasis on providing citizens with information about the Mesa Police Department's activities and programs. Restructuring of the Public Information Office.		Summer 2001
	▪ RETENTION OF SENIOR OFFICERS	Developing mechanisms to provide incentives for these senior officers to stay rather than retire.		Ongoing/ Budget Process
	▪ RE-ACCREDITATION	Mesa Police Department is an accredited agency through the Commission on Accreditation of Law Enforcement Agencies. To maintain accreditation, re-evaluation is required periodically.		Mesa will be re-evaluated in the Fall of 2001.
	▪ EXPAND SCHOOL RESOURCE OFFICER PROGRAM	Continue the deployment of school resource officers at new high schools in Mesa and begin increasing the SRO program to have an officer assigned to every junior high school in Mesa as well.		Pending receipt of grant funds, Summer 2002
	▪ ELDER ABUSE PREVENTION PROGRAM	Develop a comprehensive program of education, prevention and outreach aimed at providing this vulnerable segment of our population with the assistance to deal effectively with these problems.		3 year pilot program begins January 2001
	▪ EXPAND DOMESTIC VIOLENCE PREVENTION AND EDUCATION PROGRAMS	Expansion of SAIF program - Stopping Abuse in Families		Budget Process
	▪ POISE MESA TO EFFECTIVELY ADDRESS CYBER CRIME.	Create a Cyber Crimes Unit in Police Department		Budget Process
	▪ EXPAND SELECTIVE ENFORCEMENT TEAM (SET) CAPABILITIES	Increase from one SET Team to two, to significantly increase on-duty coverage. This Team is specially trained and specially equipped to respond to crisis situations and rapidly occurring incidents such as school violence, workplace and industrial violence and hostage situations.		Budget Process

Topic	Deliverables	Suggested Process	Lead	Timeframe
Exceptional Public Safety – FIRE	<ul style="list-style-type: none"> EDUCATE THE CHILDREN OF OUR COMMUNITY TO INSTILL SPECIFIC FIRE AND LIFE SAFETY SKILLS AND BEHAVIORS 	In partnership with the medical community, National Fire Protection Association, and school administrators, institutionalize the RiskWatch® injury prevention program in Mesa schools.	Fire Department	August 2003
	<ul style="list-style-type: none"> REINFORCE FIRE AND INJURY PREVENTION AWARENESS FOR THE OVER 55 HIGH RISK MEMBERS OF OUR COMMUNITY 	Implement the National Fire Protection Association's "Remembering When" program in cooperation with public and private partners, neighborhoods, and associations.		January 2002
	<ul style="list-style-type: none"> BUSINESS COMMUNITY OUTREACH EXPANSION 	Expand inspection programs to ensure an annual fire prevention contact with all businesses in our community.		December 2004
	<ul style="list-style-type: none"> ADDRESS LANGUAGE BARRIERS WITH CITIZENS 	Develop a plan that more fully addresses language barriers with our customers.		January 2005
	<ul style="list-style-type: none"> ACCREDITATION 	Achieve International Accreditation of the Fire Department through a process co-developed with the International City and Council Management Association.		May 2002
	<ul style="list-style-type: none"> NEIGHBORHOOD FIRE STATIONS 	Build and occupy three new fire stations to address the emergency response needs in the eastern areas of our community.		June 2004
	<ul style="list-style-type: none"> DETERMINE FUTURE MODEL FOR THE TRANSPORT COMPONENT OF MESA'S EMERGENCY MEDICAL SERVICES SYSTEM 	Complete a review of the current transport component and develop alternatives for consideration.		December 2001
	<ul style="list-style-type: none"> EMERGENCY RESPONSE TIME OF 3 MINUTES, 80% OF THE TIME FOR ENGINE COMPANIES. 	Acquire, manage and deploy resources to achieve an emergency response time goal of 3 minutes, 80% of the time, for engine companies, in order to increase the probability of customer survivability.		Ongoing... With monthly review

Topic	Deliverables	Suggested Process	Lead	Timeframe
Mature and well-maintained neighborhoods	▪ ACTIVE PROMOTION OF OUR NEIGHBORHOOD REGISTRATION PROGRAM	Develop an active marketing and promotional campaign.	Neighborhood and Community Assistance Office	November 2000
	▪ IMPLEMENTATION OF THE "PROJECTS IN PROCESS"	Organizing and focusing Departmental efforts to promote neighborhood pride and progress.	Neighborhood Services Dept.	June 2001
	▪ SUCCESSFUL IMPLEMENTATION OF THE "OPPORTUNITY ZONE" PROGRAM.	Identify several key neighborhoods to create visible improvements.	Neighborhood Services Dept.	June 2001
Desert Development & harmony in NE Mesa	▪ REVIEW STANDARDS FOR DEVELOPMENT	On-going staff team to review current standards – future presentation to City Council	Development Services Department	November 2001 subject to 2002 election.
	▪ UPDATED MESA GENERAL PLAN	On-going Mesa Vision 2025 process, with Joint Master Plan Committee appointed by the Mayor and City Council	Planning Division	
Parks and open space throughout City	▪ A DISTRICT PARK SITE IN SOUTHEAST MESA	Identify funding options for acquiring State Trust Land.	Community Services Dept.	June 2001
		Acquire State Trust land for future development of a district park facility.	Real Estate Office	Ongoing
	▪ FUTURE PARKS AND OPEN SPACE	Identify adequate funding alternatives for neighborhood and community park acquisitions	Community Services Dept.	Completion of Master Plan
	▪ MASTER-PLANNED OPEN SPACE IN NEW RESIDENTIAL DEVELOPMENTS	Proposing an ordinance requiring new residential projects to include open space for future parks.	Community Services Dept.	Completion of Master Plan
Williams Gateway regional airport with passenger and cargo	▪ PASSENGER TERMINAL GRAND OPENING	Completion of construction.	Williams Gateway staff	February 2001
	▪ ANNOUNCEMENT OF SCHEDULED AIR PASSENGER SERVICE	Williams' staff talking with prospective airlines		June 2001
	▪ ANNOUNCEMENT OF FIRST AIR CARGO SERVICE COMPANY	Williams' staff talking with several cargo companies.		December 2001
	▪ COMPLETION OF AN AIR CARGO MARKETING PLAN	Development of a working agreement between Williams and the Air Cargo Network.		December 2001

Topic	Deliverables	Suggested Process	Lead	Timeframe
Vibrant downtown with mid-rise residential	<ul style="list-style-type: none"> IMPLEMENT THE ACTION PLAN COMPONENT OF THE DOWNTOWN CONCEPT PLAN AND: <ul style="list-style-type: none"> -EXPAND EMPLOYMENT OPPORTUNITIES THROUGH BUSINESS DEVELOPMENT AND RELOCATION. -PARTICIPATE IN REDEVELOPMENT PROJECTS WORKING TO REDUCE CITY PARTICIPATION LEVELS. -CONTINUED STREETScape IMPROVEMENTS. -DEVELOPMENT OF THE CITY AND COUNTY BUSINESS BLOCKS. -PLAN FOR LIGHT RAIL AND TRANSIT OPPORTUNITIES. -ASSIST IN THE DEVELOPMENT OF 1-OF-A-KIND FACILITIES LIKE INDOOR AQUATICS AND THE MESA ARTS CENTER. -ENHANCE THE RELATIONSHIP BETWEEN THE CITY AND THE MESA TOWN CENTER CORPORATION 	Develop Requests for Proposals, present information and review plans with development professionals and business prospects.	Depending on the project or activity responsible lead include Redevelopment Services, MEGACORP, Transportation, the Marketing Taskforce	Ongoing
		Identify potential revenue sources and financing alternatives.		
		Direct information, recommendations and options through the various business groups, and citizen and Council subcommittees and the full City Council.		
Zoning and Infrastructure support	<ul style="list-style-type: none"> COOPERATIVE MASTER PLAN FOR WILLIAMS GATEWAY SURROUNDING AREA 	Develop a coalition of Southeast Valley Cities and Maricopa & Pinal Counties to address transportation, land use and regional parks (San Tan) in the area.	City Manager's Office	Ongoing
Rio Salado is finished (VA SHLY'AY AKIMEL)	<ul style="list-style-type: none"> STRATEGIC PLAN FOR DEVELOPING MESA AND THE SALT RIVER-PIMA-MARICOPA INDIAN COMMUNITY'S PORTION OF THE RIO SALADO 	Continue to implement joint revitalization project with Salt River Pima Indian Community.	Mayor, City Council and City Manager	Ongoing
Beauty spot of the state	<ul style="list-style-type: none"> AN EXPANDED PUBLIC ARTS PROGRAM 	Propose adopting an ordinance amendment requiring 1% of construction budget for public art for private projects	Arts and Cultural Division	June 2001
	<ul style="list-style-type: none"> A PLAN FOR MESA'S RIO SALADO PROJECT 	Identify funding alternatives to design and construct Mesa's portion of the Rio Salado Project	Community Services Dept.	Ongoing

Topic	Deliverables	Suggested Process	Lead	Timeframe
All neighborhoods are represented by neighborhood associations	▪ NEIGHBORHOOD REGISTRATION PROGRAM	Promote the value of Mesa's Neighborhood Registration Program and devise a strategy for continuing to steadily register organized areas.	Neighborhood Outreach Division	December 2000
	▪ REGISTERED NEIGHBORHOOD BENEFITS AND SERVICES PROGRAM	Develop a "menu" of benefits and services, which could be offered to registered neighborhoods.	Neighborhood Services Dept.	December 2000
	▪ NEIGHBORHOOD IMPROVEMENT AWARDS PROGRAM	Develop an award program to recognize and celebrate our neighborhood improvements.	Neighborhood Services Dept.	March 2001
Energy system in place that will meet needs and non-polluting	▪ "GREEN" POWER SOURCES	Ownership of a small (less than 1 MW) low-head hydropower plant from Roosevelt Water Conservation District	Utilities Department	June 2001
		Generation at the NWWRP which uses digester gas for fuel.		May 2002
Education excellent reputation K-12	▪ STRONG SUPPORT FOR THE LOCAL SCHOOLS	Continue to proactively work with all school partners.	Mayor, City Council and City Manager	Ongoing
	▪ PROVIDE ACCESSIBLE RESOURCES TO TEACHERS, STUDENTS AND PARENTS	Continue to improve services both at on-site facilities and on the Internet.	Library Division	Ongoing
	▪ PROVIDE ACCESS TO EXHIBITS AND EDUCATIONAL PROGRAMMING	Facilitate organized student participation and attendance of arts and cultural programs.	Arts and Cultural Division	Ongoing
Health and human services system to support people below poverty level	▪ HIGHLIGHT THE HUMAN SERVICES SYSTEM STRATEGY USED BY THE CITY.	Council presentation on the "continuum of service" concept used to provide human services in Mesa	Community Revitalization Office	June 2001
	▪ DEVELOP A PROPOSED AFFORDABLE HOUSING STRATEGY FOR MESA.	Council presentation on the "continuum of affordable housing opportunities" concept.		May 2001
	▪ CONSIDER RESTRUCTURING THE CITY'S HUMAN SERVICES EFFORTS TO IMPROVE AND EXPAND OUR SERVICE DELIVERY.	Report discussing alternative services delivery proposals for management consideration.		May 2001

Topic	Deliverables	Suggested Process	Lead	Timeframe
Host major event in East Valley	<ul style="list-style-type: none"> CITY OF MESA AS A PRIMARY SITE FOR AQUATIC-RELATED EVENT IN 2005 GOODWILL GAMES. 	Approve Memorandum of Understanding (MOU) supporting the 2005 Goodwill Games with the City of Mesa Aquatic center being the site for the swimming, diving, water polo, and synchronized swimming portions of the Games.	Parks and Recreation Division	Ongoing to September 2005
Enterprise accounts continue to fund government expenditures	<ul style="list-style-type: none"> ADJUST ENTERPRISE RATES AND/OR EXPENDITURES BASED ON NET INCOME REQUIREMENTS. 	Analyze, compare and recommend rate adjustments to Council during budget development cycles based in part on the City's competitive position within the Valley.	Utilities with the assistance of Budget and Research and the City Manager's Office	Ongoing
	<ul style="list-style-type: none"> ENSURE COMMODITY DELIVERY AT THE BEST PRICE BASED ON DEMAND. 	Evaluate, recommend and approve appropriate commodity purchase arrangements.		
	<ul style="list-style-type: none"> DEVELOP NET INCOME TARGETS AND ENTERPRISE REVENUE RETENTION STRATEGIES. 	Analyze and prepare recommendations for future discussions with the Council. Implement the recommendations as part of future two-year budget cycles		

Topic	Deliverables	Suggested Process	Lead	Timeframe
Citizen access to city service via Internet	INTERNET STRATEGY	Establish Team to provide education of Internet potential and current city capabilities to Team and departments	Information Services Division	August, 2000 – October, 2000 e-Mesa team established
	BUDGET REQUESTS FOR INTERNET/INTRANET INITIATIVES	Implement a commerce server as a foundation for e-commerce which allows financial transactions over the Internet	e-Mesa team	May 2001
	CITIZENS AND ANY WEB SITE VISITORS THE ABILITY TO SUBSCRIBE TO SPECIFIC CONTENT ON THE WEBSITE.	<ul style="list-style-type: none"> Establish subscription services called LISTSERV. Obtain licensing and install software. Train city departments interested in using this capability. 	e-Mesa team	March 2001
	CITIZEN ACCESS TO GOVERNMENT SERVICES	Team members to canvass and educate departments as to e-government capabilities. Team to provide budget recommendations.	e-Mesa team	January 2001
	POLICIES AND STRATEGIES BASED UPON CITYWIDE PRIORITY.	Team will provide policy recommendations and champion project requests related to e-government.	e-Mesa team	Ongoing
Immigration work agreement in place in Mesa	PRESENTATION OF THE DAY LABOR TASK FORCE REPORT	Final Report presented to the City Council for their consideration.	Community Revitalization Division	December 2000
	CONSIDER SUPPORTING GOVERNOR HULL'S PROPOSED IMMIGRATION REFORM PROGRAM.	Report presented to the City Council for their consideration	Neighborhood Services Dept.	January 2001
Regional cooperation – emphasis on regionalism	MORE INFORMED DECISIONS MADE, GREATER COOPERATION, LESS DUPLICATION OF PUBLIC FACILITIES	Meet with County Supervisors and Valley City Councils on regional issues.	Mayor, City Council and City manager	As required throughout the year

Other Issues:

Topic	Deliverables	Suggested Process	Lead	Timeframe
Leisure Time Activities	▪ MAINTAIN A DIVERSE OFFERING OF PROGRAMS, ACTIVITIES AND FACILITIES SERVING ALL AGES	Continue the evaluation of customer needs and the implementation of our planning strategies	Community Services Dept.	Ongoing
Quality Construction (landscape & buildings)	▪ STANDARDS FOR DEVELOPMENT	On-going review of development and construction standards.	Development Services Department	Ongoing
Dedicated Public Transit	▪ EFFECTIVE AND EFFICIENT DEDICATED PUBLIC TRANSIT	Under review, dependent on Local and State funding decisions	City Council/ Transportation	Ongoing
Mass Transit in place	▪ MASTER PLAN WITH MASS TRANSIT IDENTIFIED	Development of Master Plan	Development Services Department	Ongoing
Diverse active communities working harmoniously	▪ HUMAN RELATIONS ADVISORY BOARD RECOMMENDATIONS	Assist in identifying potential issues in the community.	Diversity Office/ Human Advisory Board	Ongoing
Mesa has fair share of County, State and Federal Facilities	▪ PROPOSALS FOR NEW COUNTY, STATE AND FEDERAL FACILITIES	Communication with County, State and Federal Agencies.	Mayor, City Council and City Manager	Ongoing
School/ Community Partnerships	▪ STRONG SUPPORT FOR THE LOCAL SCHOOLS	Continue to proactively work with all partners.	Mayor, City Council and City Manager	Ongoing
	▪ FACILITY SHARING AND COORDINATED PROGRAM AND ACTIVITY PARTNERSHIPS	Continue to work with Mesa and Gilbert School Districts in developing joint programs and sharing of facilities.	Community Services Department	Ongoing